

Message Text

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PAGE 01 WELLIN 01001 190050Z

ACTION EA-09

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FM AMEMBASSY WELLINGTON

TO USDOC WASHDC

INFO SECSTATE WASHDC 2885

AMCONSUL AUCKLAND

AMCONSUL SYDNEY

UNCLAS WELLINGTON 1001

E.O. 11652: N/A

TAGS: BEXP, NZ

SUBJECT: MACHINE TOOLS VTR/CATALOG SHOW

1. U.S. MISSION IN NEW ZEALAND WOULD LIKE TO USE THE MACHINE TOOLS VTR/CATALOG SHOW DEVELOPED JOINTLY BY COMMERCE AND USIA FOR TWO TWO-DAY PRESENTATIONS IN THE SECOND HALF OF JUNE OR ANYTIME DURING JULY 1977. WE UNDERSTAND THAT THIS PROGRAM HAS BEEN PARTICULARLY WELL-RECEIVED IN AUSTRALIA, AND THAT THE VTR TAPES HELD BY AMCONSUL SYDNEY ARE AVAILABLE DURING THE PERIOD INDICATED ABOVE.

2. WE WOULD LIKE TO PRESENT THE PROGRAM TWO DAYS EACH IN CHRISTCHURCH AND WELLINGTON. WE SEE ONE SHOWING ON A MONDAY-TUESDAY, THE OTHER ON A THURSDAY-FRIDAY, AND WOULD EXPECT TO USE EXISTING USIS FACILITIES IN EACH CITY FOR THE PRESENTATIONS.

3. WE WOULD PARTICULARLY WELCOME THE PARTICIPATION OF COMMERCIAL OFFICER TOM SCANLON OF AMCONSUL SYDNEY, WHO HAS SHEPHERDED THE PROGRAM THROUGH ITS SEVERAL PRESENTATIONS IN AUSTRALIA. AS WE WOULD PRESUMABLY PUT ON THESE PRESENTATIONS WITHOUT UNCLASSIFIED

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AN INDUSTRY EXPERT, HIS PREVIOUS EXPERIENCE WITH THIS PROMOTION TOOL AND THESE SPECIFIC MATERIALS WOULD BE A MAJOR BOON TO THE PRESENTATIONS HERE.

4. WE WOULD HOPE TO ENLIST THE SUPPORT OF THE LOCAL METALWORKING INDUSTRY FEDERATION AS HAS BEEN DONE IN AUSTRALIA. IF WE ARE SUCCESSFUL IN DOING SO,

OUR PUBLICITY COSTS SHOULD BE MODEST. IF WE USE USIS FACILITIES, THE MAJOR IN-COUNTRY COSTS WOULD BE FOR TRAVEL AND PER DIEM, AND FOR SHIPPING THE CATALOGS AND CASSETTES FROM THE FIRST SITE TO THE SECOND. IN ADDITION, FUNDS PERMITTING, WE WOULD LIKE TO PUT ON SMALL RECEPTIONS AT THE P WNPUM SITES IN

BOTH CITIES, ALTHOUGH DETAILED ANALYSIS MAY PROVE THESE ESTIMATES TO BE SOMEWHAT OFF BASE, WE BELIEVE THAT A BUDGET OF DOLS 1,000 FOR TRAVEL AND PERDIEM, INCLUDING MR SCANLON'S PARTICIPATION, DOLS 100 TO AIRFREIGHT THE CASSETTES TO AND FROM AUSTRALIA AND THE CATALOGS AND CASSETTES BETWEEN THE TWO SITES, DOLS 500 FOR THE TWO RECEPTIONS, AND DOLS 400 FOR PUBLICITY AND OTHER MISCELLANEOUS EXPENSES, WOULD SUFFICE. ON THIS BASIS, WE ESTIMATE A TOTAL COST OF DOLS 2,000.

5. IN ADDITION TO BUDGET, WE WOULD LOOK TO COMMERCE TO SUPPLY US WITH THE NECESSARY CATALOGS, AND TO IDENTIFY FOR US WHICH OF THE PARTICIPANTS MIGHT BE INTERESTED IN FINDING NEW ZEALAND AGENTS. OUR OWN RECORDS INDICATE THAT BROWN & SHARPE, CINCINNATI MILACRON, HARDINGE BROTHERS, LOCKFORMER, VULCAN AND W.A. WHITNEY ARE LOCALLY REPRESENTED. OTHERS MAY WELL BE, BUT WE HAVE NO RECORD OF THE FACT. CONFIRMATION WOULD BE MOST HELPFUL AS WE WILL WANT TO INVOLVE THE PERTINENT LOCAL AGENTS IN THIS ACTIVITY, AND TO KNOW WHAT AGENCIES MAY BE AVAILABLE.

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6. WOULD APPRECIATE EARLY INDICATION FROM COMMERCE AND SYDNEY ACCEPTABILITY OF THIS PROPOSAL.

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